

Abstract Details

Title: Website Quality and Consumer Online Purchase Intention of Railway Tickets in India

Author: Dr Ashutosh Nigam

Abstract: With the help of a website, organizations can provide voluminous information to their customers to create purchase intent towards their product and services. But to stay competitive in this fast growing world, it is necessary to provide high quality online service. In this study five website quality factors: usability, website design, information quality, trust and empathy as antecedents of online purchase intention of railway ticket. IRCTC website is considered for given research. A self-administered questionnaire was used and 326 usable responses were collected in National capital Region Delhi. Correlations and regressions were used to analyze the data. The findings showed that empathy and trust are the most direct influential factors in predicting online purchase intention. The implication of the present study is that the Indian Railways should focus on the quality of its website for increased user satisfaction and leading to customer purchase intension.

Keywords: Website, Online Purchase, Railway Tickets.